



KSHB-TV

ORDER

Print Date 08/06/12 Page 1 of 2

Flight Dates **08/08/12-08/13/12**

Contract / Revision **307109 /**
Original Date / Revision
 08/06/12 08/06/12
Advertiser **Nixon / Democrat / Govern**

Product
Governor
Agency Com 15%
Billing Contact
1600 Locust Street
Philadelphia, PA 19103

Agency **Campaign Group**
Buying Contact

1600 Locust Street
Philadelphia, PA 19103

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:30:00
Estimate # **8/7-8/13**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share 29% Market Value 59310

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	71%	42110
WDAF	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	9	\$14,620.00	\$17,200.00	53.30	07/30/12	08/13/12	9	\$14,620.00	\$17,200.00
Totals	9	\$14,620.00	\$17,200.00	53.30					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	08/08/12	08/13/12	Oly Zone	CM	630-7pm	M-WTFS-	:30	2	\$1,500.00	P-1	6.10 NM	2	\$3,000.00
				Oly Zone										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/07/12	08/13/12	M-WTFS-		2			\$1,500.00			6.10		
N 2	KSHB	08/08/12	08/13/12	Oly Zone	CM	630-7pm	M-WTFS-	1:00	1	\$3,000.00	P-1	6.10 NM	1	\$3,000.00
				Oly Zone										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/07/12	08/13/12	M-WTFS-		1			\$3,000.00			6.10		
N 3	KSHB	08/08/12	08/13/12	Oly Prime M-Su	CM	Various	M-WTFSS	:30	1	\$7,000.00	P-1	15.00 NM	1	\$7,000.00
				Olympic Prime										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/07/12	08/13/12	M-WTFSS		1			\$7,000.00			15.00		



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Page 2 of 2

Contract / Revision **307109** Flight Dates **08/08/12-08/13/12**

Hiatus Dates

Original Date / Revision 08/06/12/ 08/06/12

Order Sep 00:30:00

Advertiser **Nixon / Democrat / Governor** Product **Governor**

Estimate # **8/7-8/13**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 4	KSHB	08/08/12	08/13/12	OLY M-F 6a-9a M-F 6a-9a	CM	6a-9a	M- WTF- -	:30	4	\$700.00	P-2	4.00	NM	4	\$2,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/07/12	08/13/12	M- WTF- -			4			\$700.00		4.00				
N 5	KSHB	08/08/12	08/13/12	OLY M-F 6a-9a M-F 6a-9a	CM	6a-9a	M- WTF- -	1:00	1	\$1,400.00	P-2	4.00	NM	1	\$1,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/07/12	08/13/12	M- WTF- -			1			\$1,400.00		4.00				
														Totals	9	\$17,200.00